

NEW FASHION MEDIA AWARD



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MY CONCEPT

I am proposing a new mobile application for global retailer Inditex. The app will revolutionise the way consumers shop by allowing them to scan their own items and leave the store without any contact with others. The app will automatically charge the customer once they leave the store creating a quick, easy and efficient shopping experience. The principal of the app is to 'scan & go' enabling consumers to control their entire time spent in store with the additional bonus of no queueing.

This mode of retail could catch on quickly in the current covid-19 climate as it helps to reduce the risk of transmission due to limited human-to-human contact when in store. The consumer can become wholly self-sufficient when shopping.

“ The merge of e-commerce and brick & mortar to create the perfect retail hybrid ”

INDI-GO!

The app will be named INDI-GO! combining the original name of retailer INDITEX with the 'scan & go' principal of the app. It will be available for all apple and android mobile devices including smart watches. The concept of INDI-GO! is to make the consumer's shopping experience more efficient. Throughout the coronavirus pandemic, consumer behaviours and buying habits have been forced to shift towards e-commerce due to the closures of physical stores. However, from market research conducted by mintel and YouGov (2021) it is clear that there is still a desire for in-store physical interactions and retail experiences. Consumer's want more visual content and more stimulating means of shopping to satisfy their constant need for quicker and better transactions. This app allows the user to combine the ease and convenience of online retail with the excitement and social enjoyment of physical shopping. This application is incredibly relevant to today's market as it is building on all the developments the retail industry has created over the last decade. E-commerce is constantly evolving, from allowing consumers to shop directly through social media to digitalised show rooms and catwalks, it is time for the high-street and physical stores to grow with e-commerce rather than compete against it and merge the two concepts to create the perfect hybrid shopping experience.



"Check yourself out!"

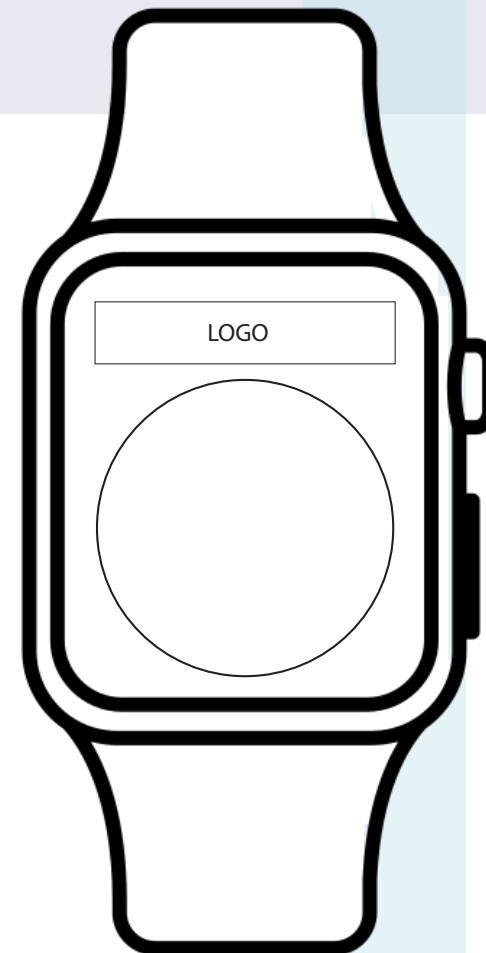
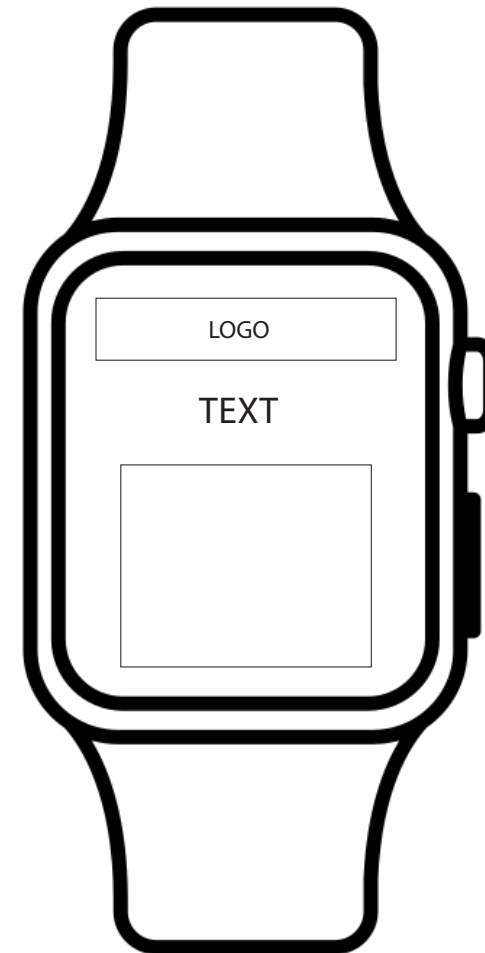
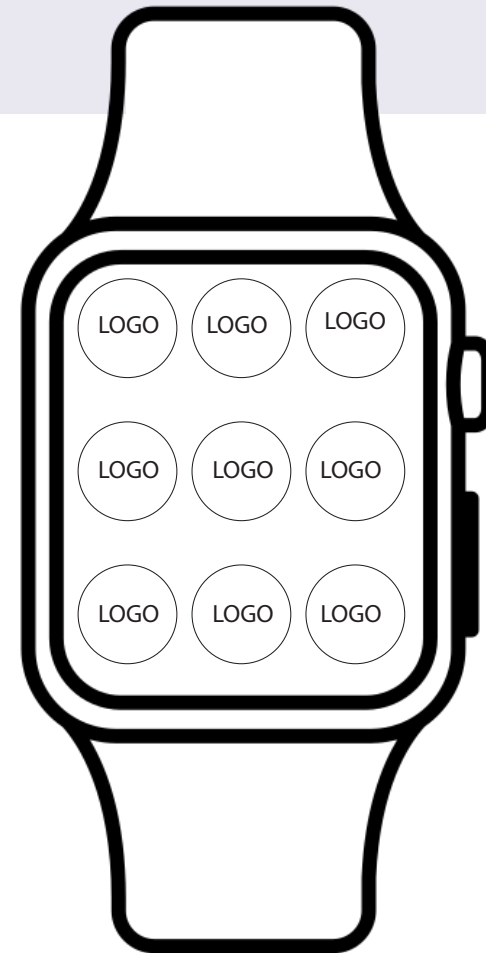
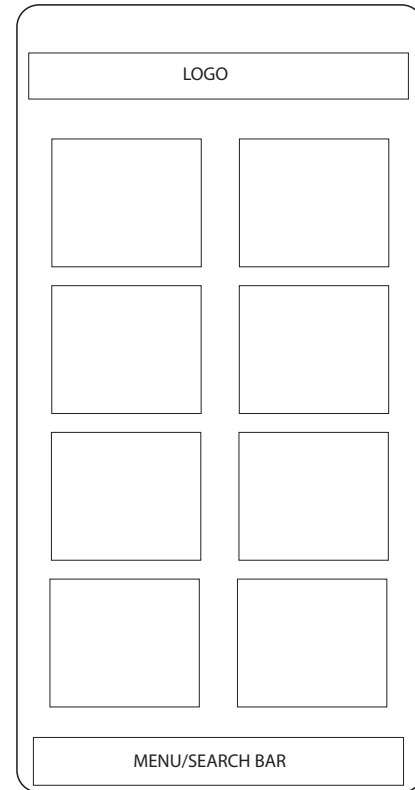
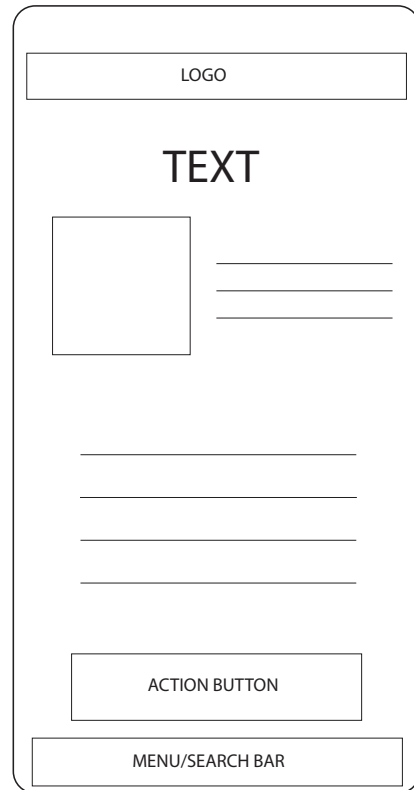
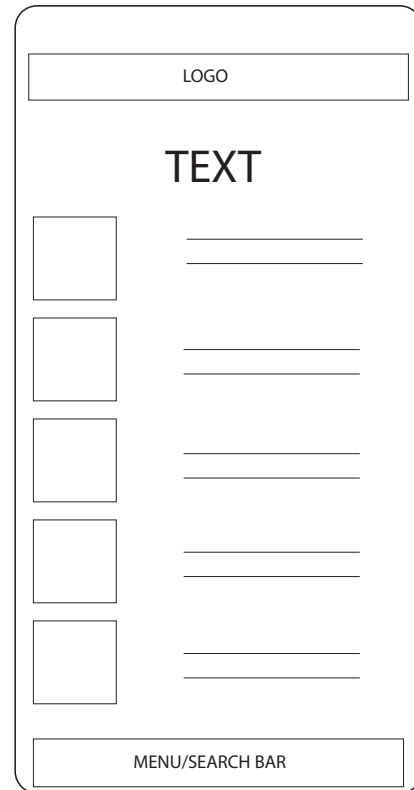
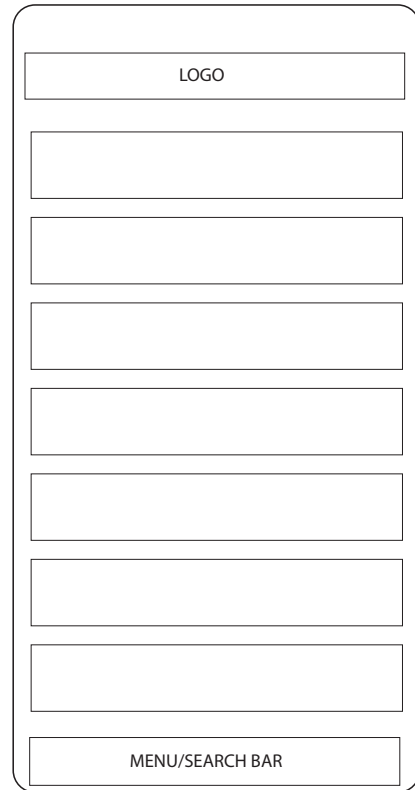
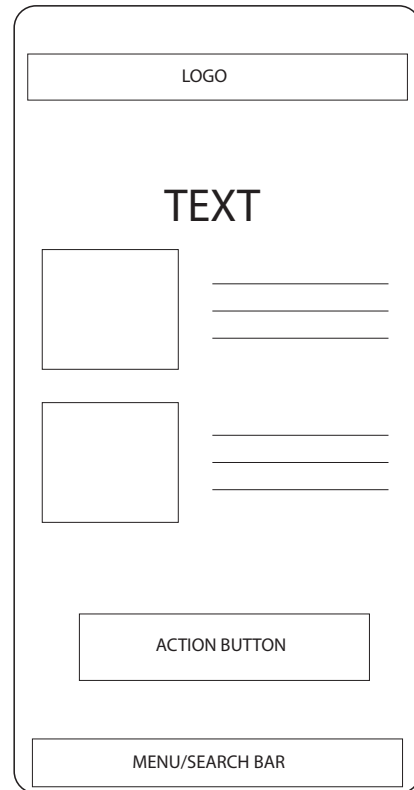
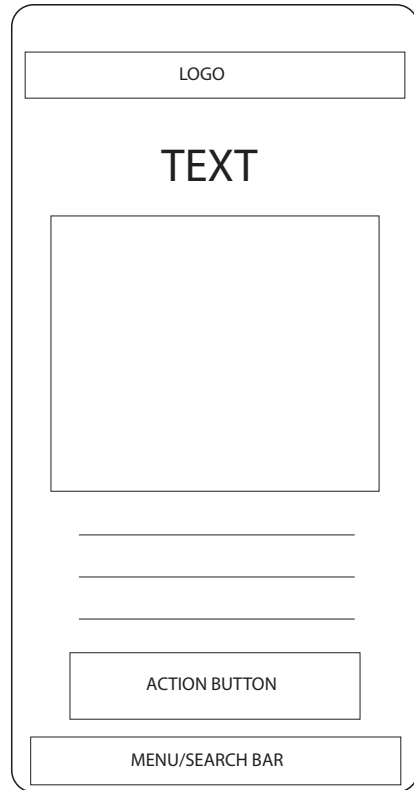
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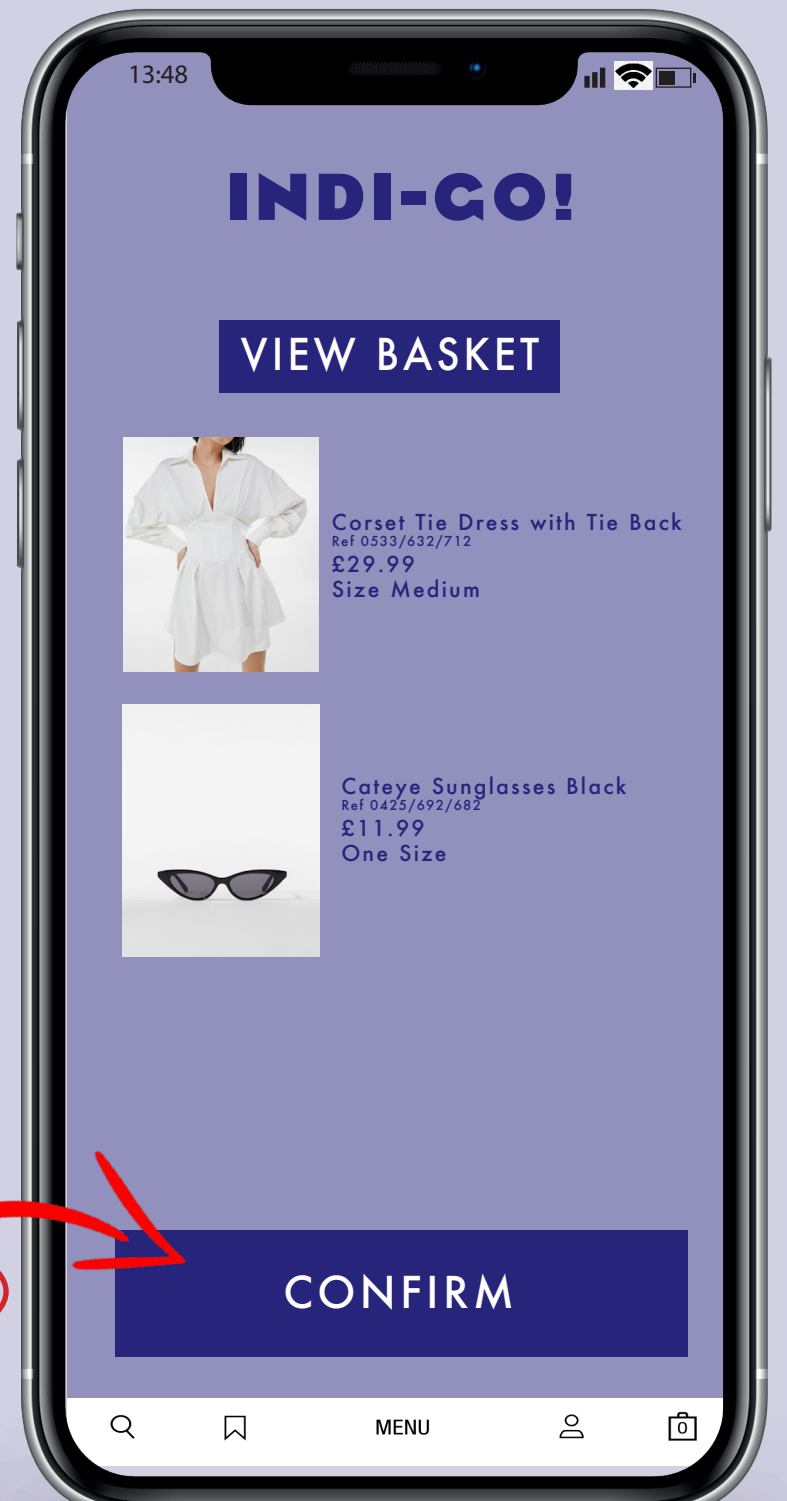
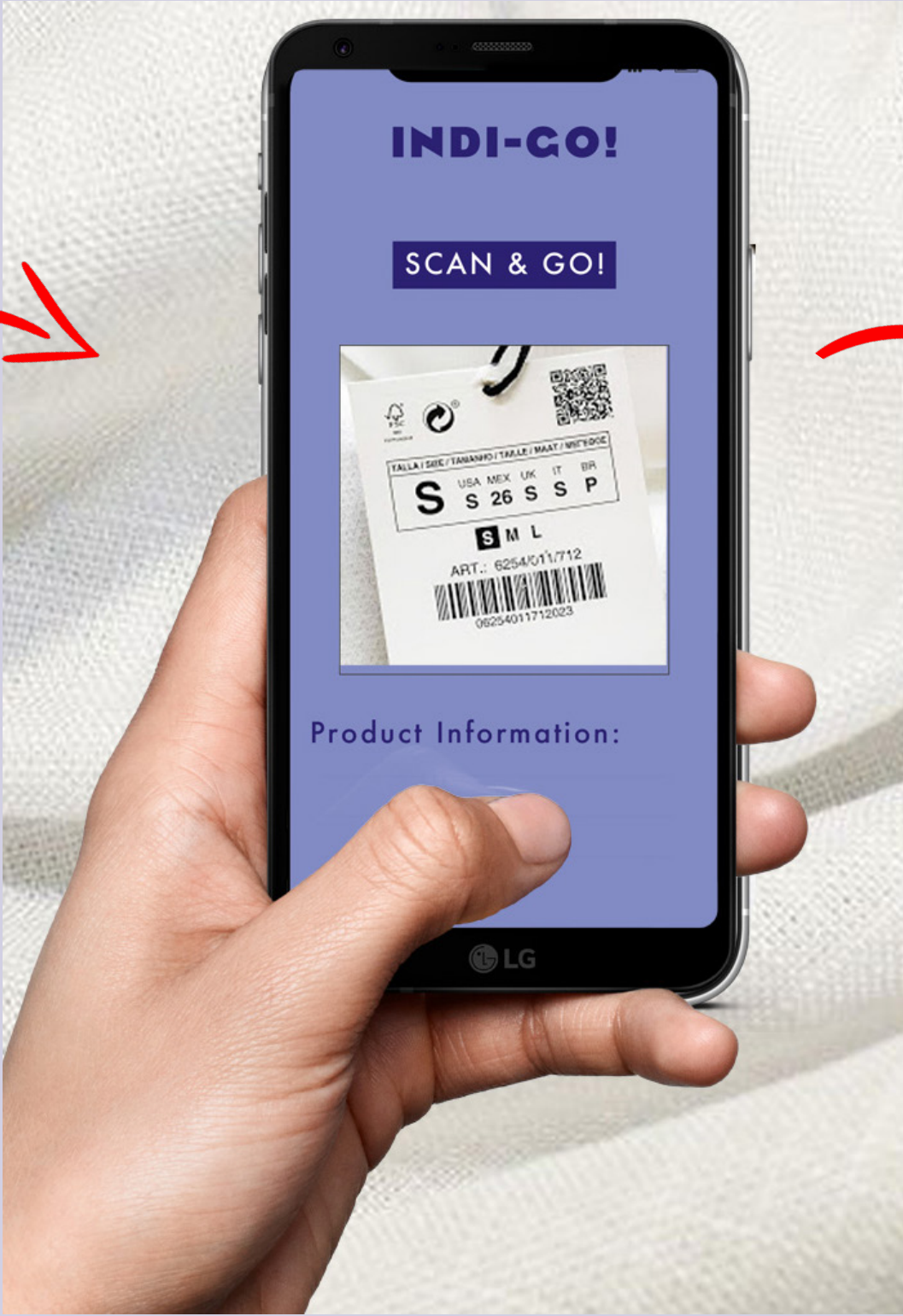
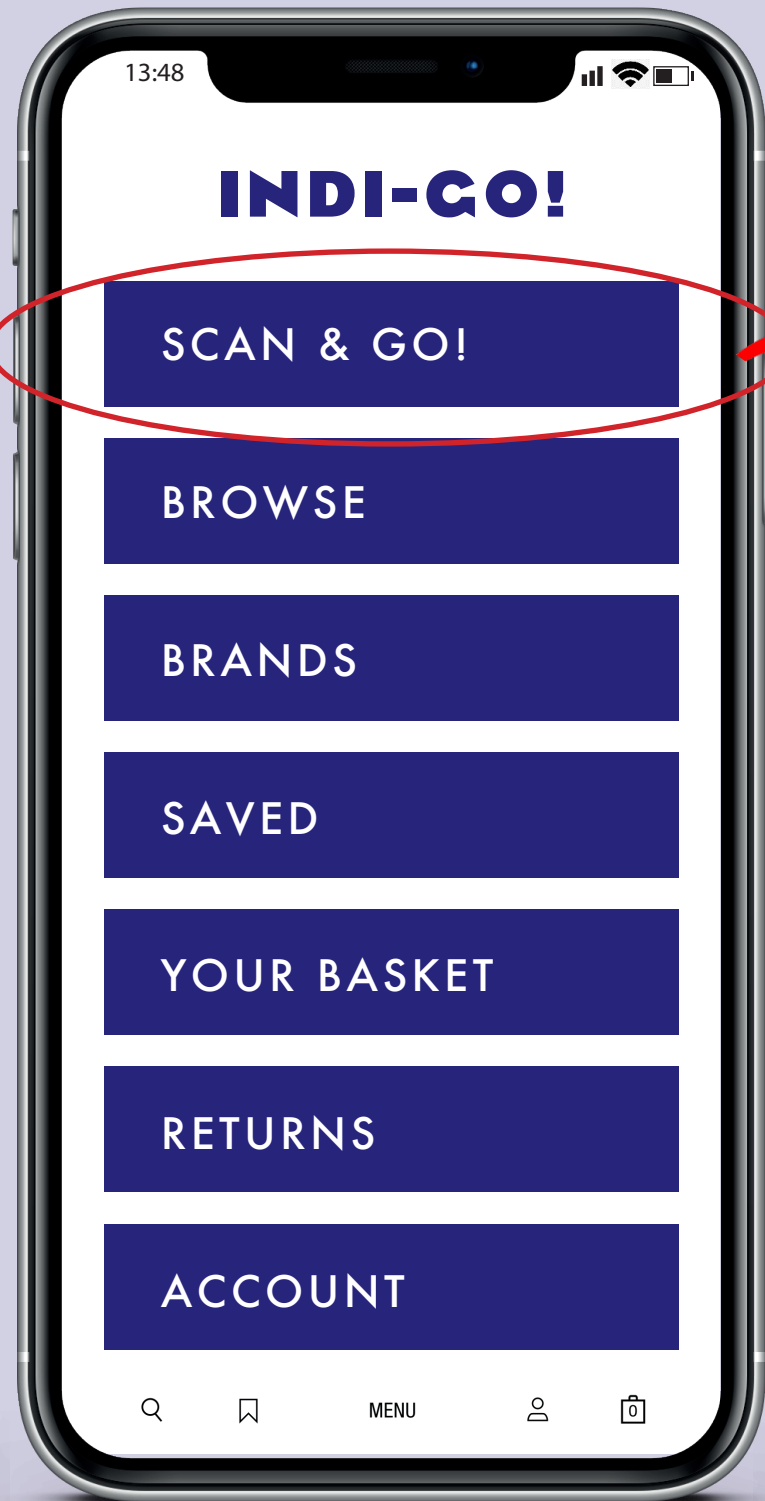
At INDI-GO! we aim to be a tool to help consumers enjoy their shopping experience with no queueing and no fuss. Our useful app allows you to scan items as you shop and confirm your order before leaving the store at which point your account will be automatically charged without any physical transaction. We want to be convenient without taking all the fun away from shopping, our main goal is to make our customers lives easier whilst shopping in-store.

COLOUR SCHEME



WIREFRAMING







Open INDI-GO! app.



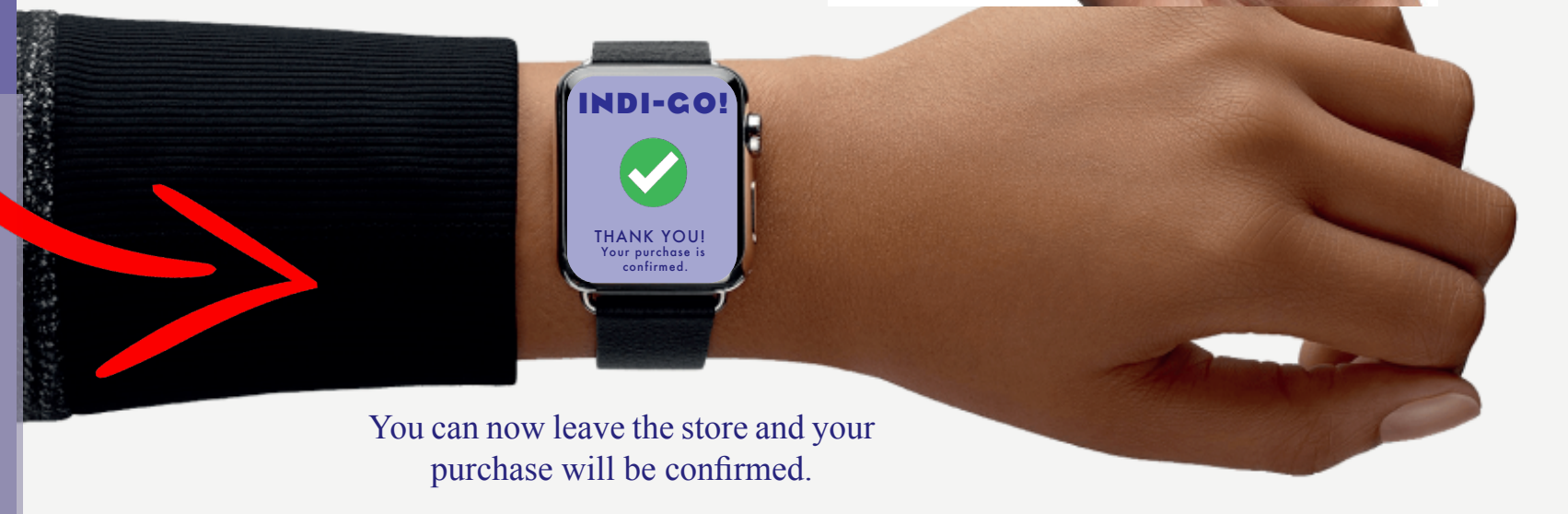
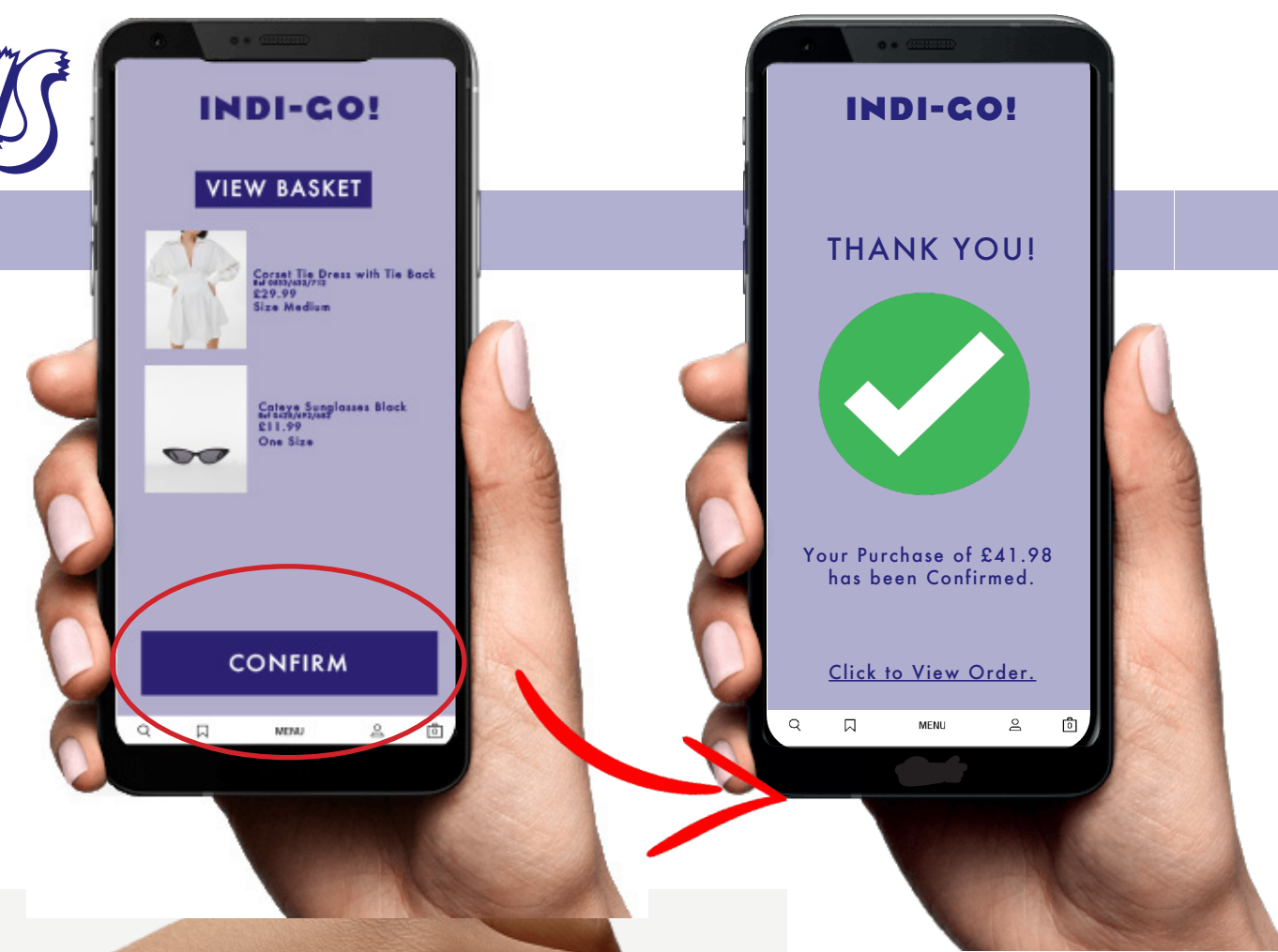
San your item.



Click CONFIRM button.

TRANSACTIONS

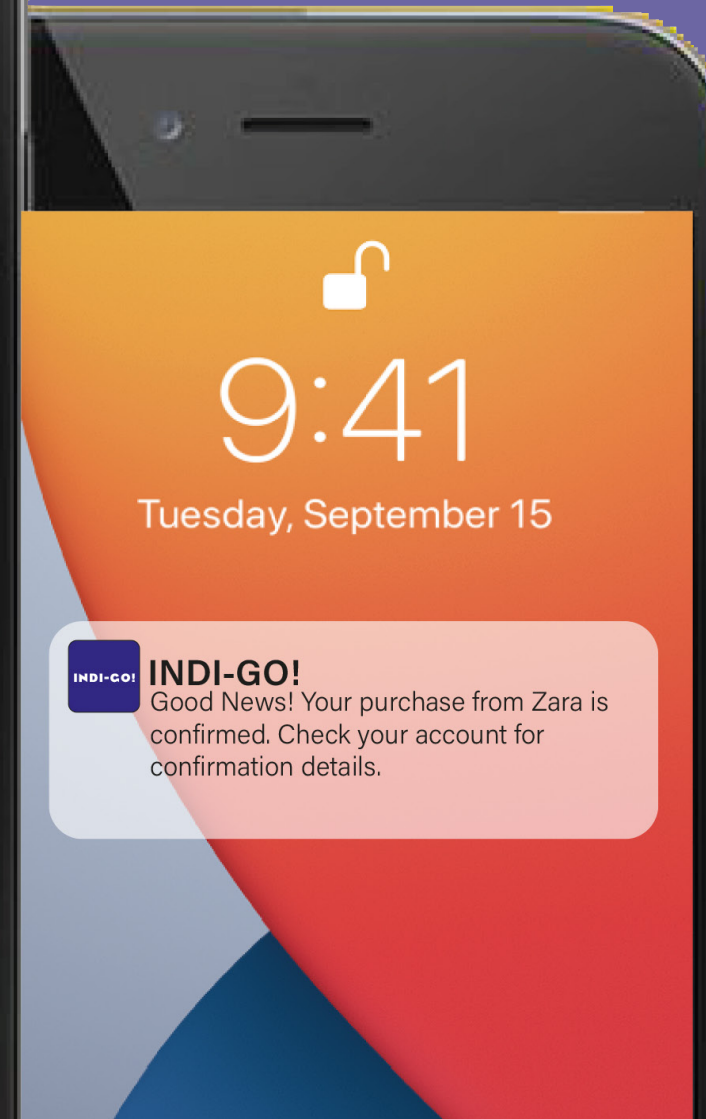
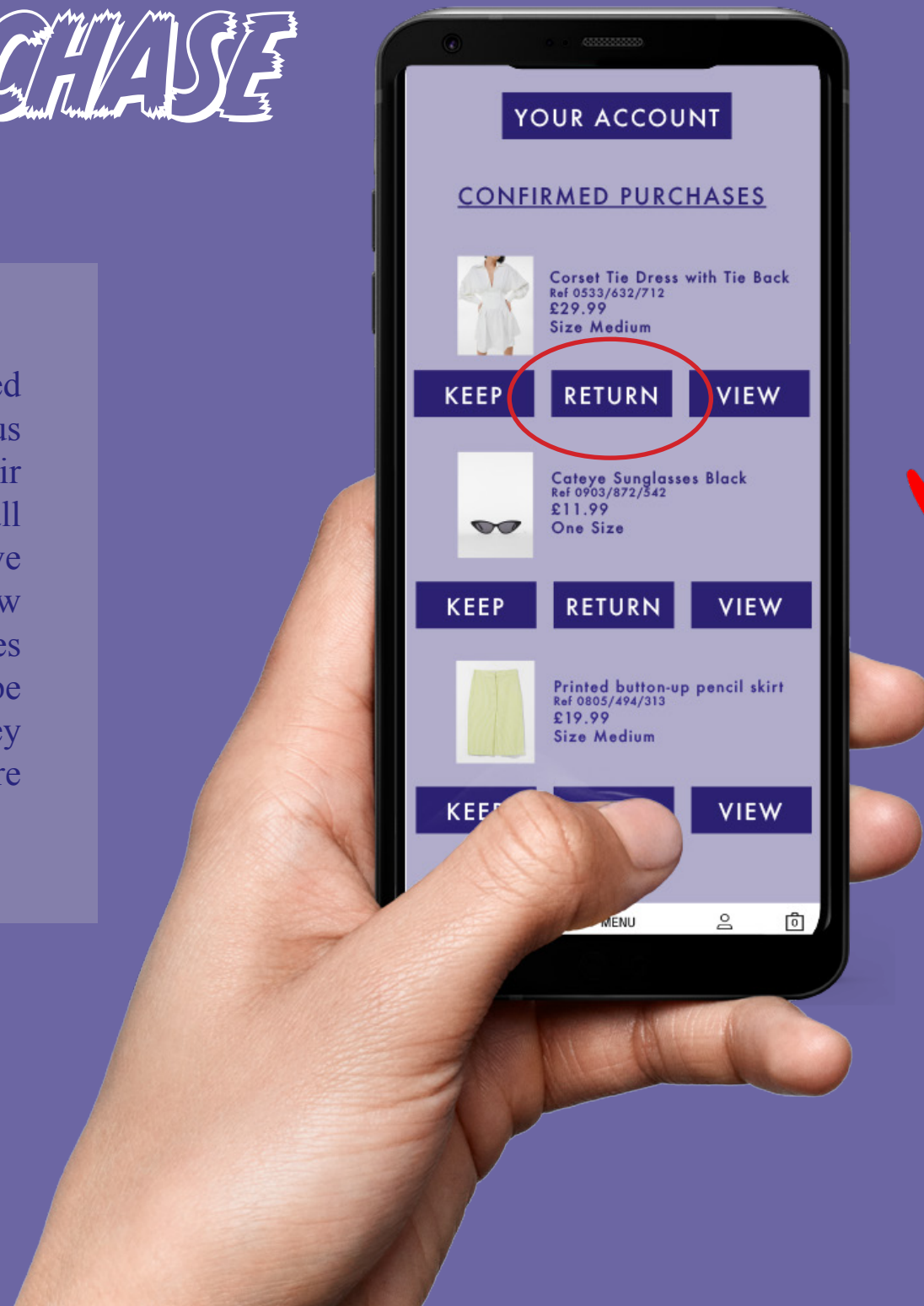
Transactions are completely contactless with INDI-GO! Once the user has scanned the item they want to purchase they simply click confirm and leave the store. The app will use location services on mobile devices such as phones and smart watches and sensors in-store to recognise when the consumer has left the shop and their account will then be automatically charged.



You can now leave the store and your purchase will be confirmed.

AFTER PURCHASE

After the purchase is confirmed the user can view all their previous buying history by clicking on their account. There will be a list of all their purchases and they will have the options to keep, return or view the items. If the shopper chooses to return the item they will then be taken to a return page where they can choose either online or in-store returns.



**ORIGINALITY,
CREATIVITY AND
RELEVANCE TO
MARKET...**

Creatively, this idea is new and exciting for the fashion industry. INDI-GO! is aiming to merge the online and physical retail worlds to form the perfect solution to consumer's problems. The app is designed to be easy and effective to use with fun, bold graphics and branding. The app is in collaboration with the retailer INDITEX who are famous for being pioneering when it comes to digital and creative innovation, so therefore, I believe launching INDI-GO! is the perfect opportunity for growth and success.

Although some UK supermarkets have introduced self-service apps to minimise queueing and make consumers' lives easier, this technological innovation is yet to be introduced to the fashion retail sector. I believe, this would allow the physical high street and retail industry to grow alongside e-commerce platforms by offering additional experiences and convenience for shoppers.

INDI-GO! couldn't be more relevant to the retail market in 2021 if it tried. The coronavirus pandemic has shifted the retail landscape immeasurably and has caused big changes in consumer behaviours, shopping habits and methods of transaction. All retailers are striving to adapt and overcome the issues that were brought to light over the last 14 months and a 'self-service' mobile application would be the perfect solution to many of these new found problems.

